

"Marketing Your GSA Schedule"

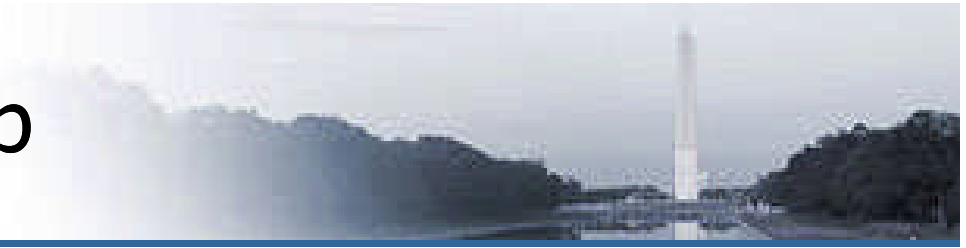
An Industry Day Presentation for 03 FAC and Hardware Superstore GSA Schedule Holders

Presented By:

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National Seminar Leader
Fedmarket
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312-636-5381

Key Contacts To Develop



1. Contracting Officers & Specialists

2. End Users & Stakeholders

3. Contracting Officer Technical Rep.

4. Billing Person

Key Contacts to Develop

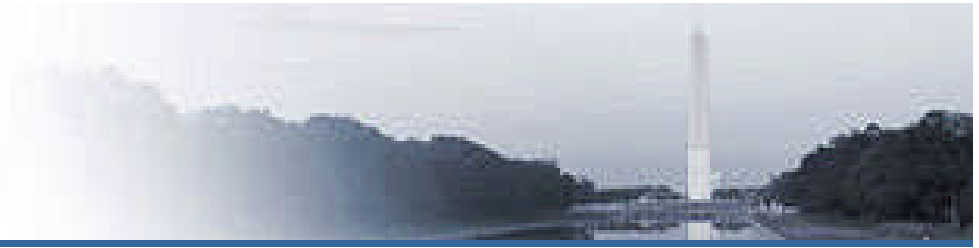
5. SADB / OSDBU

6. Small Business Specialists

7. PTACs

8. Role of the PR Officer (FOIA)

Culture



1. “Follow The Rules”

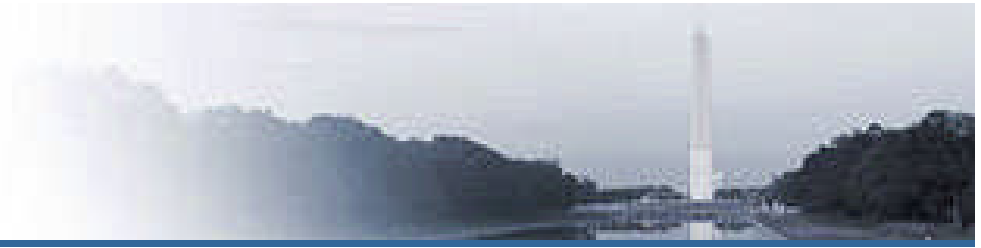
2. “Make It Easy”

3. “Make Me A Hero”

"I Already Have Someone"



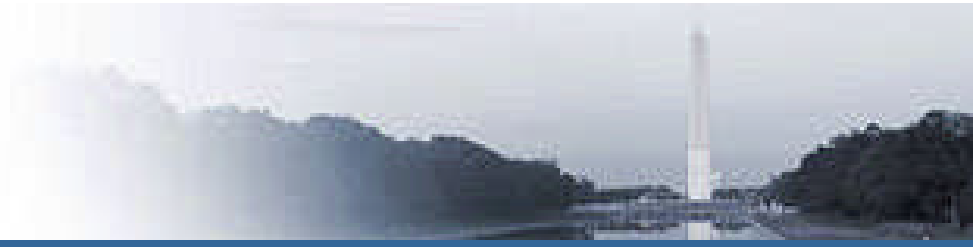
The Glass Wall



"I already have someone who does what you do."

- ✓ What happened to "full and open competition?"
- ✓ There are reasons in the Federal Acquisition Regulation, which allow them to say this.

Why They Can Say It:



1. GSA Contracts/MAS/GWACs

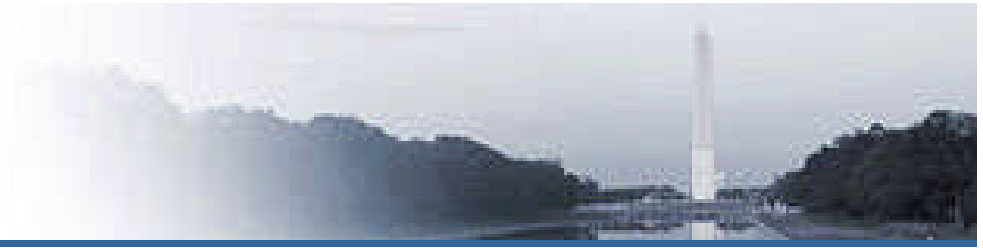
2. IDIQ Contracts

3. Blanket Purchasing Agreements

4. Teaming and Partnering

5. Best Value

Best Values

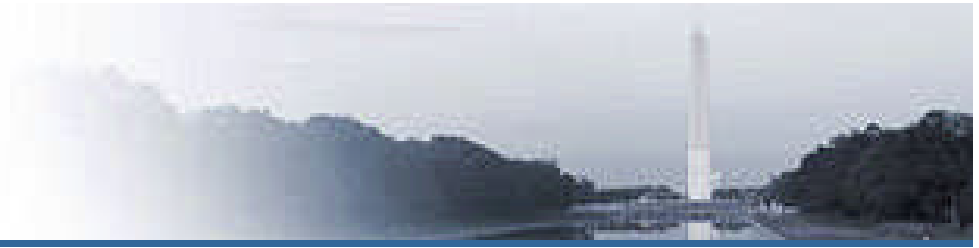


This rule in the FAR makes it a subjective decision on the CO and End User.

Examples of Best Values:

- ✓ Special Features
- ✓ Warranty
- ✓ Trade-Ins
- ✓ Maintenance

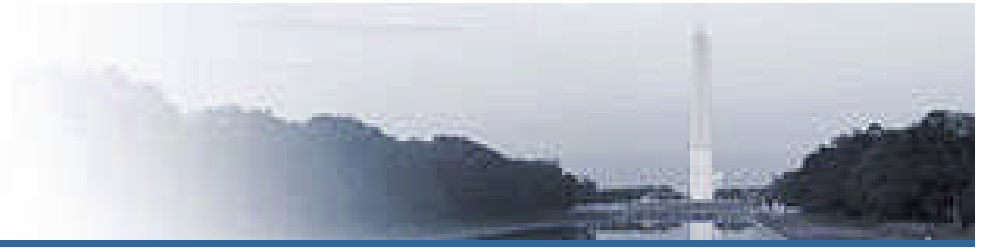
Best Values



Examples of Best Values, Continued

- ✓ Environment – LEED Certified
- ✓ Security Clearance
- ✓ Experience
- ✓ Education
- ✓ **Past Performance**

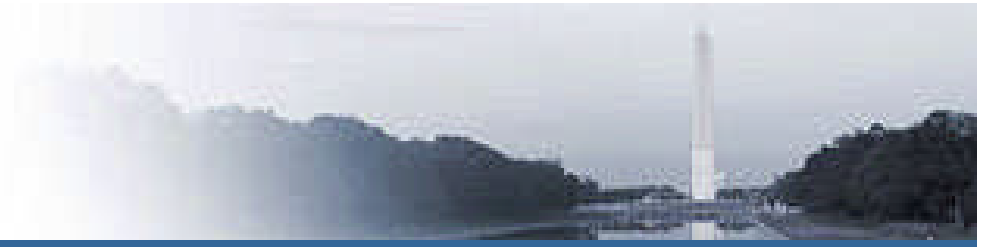
Best Values



Establish What Your Best Values Are Overall and Within Each Situation

- ✓ For Military:
 - Local
 - Security
 - Speed of Delivery or Deployment
- ✓ For Agencies, it depends on the situation

Best Values

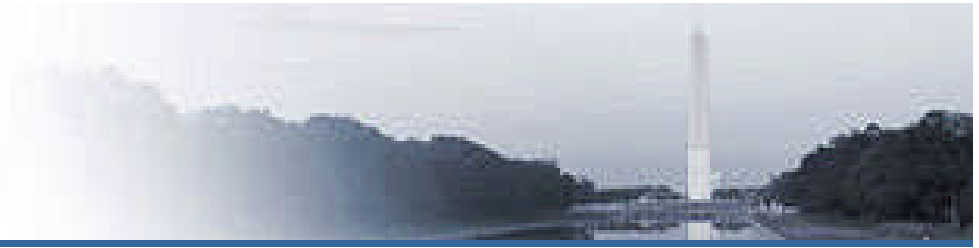


ESTABLISH A LIST OF YOUR BEST VALUES

Develop a best value statement for your website and modify the list based on the opportunity at the agency level.

Start by finding out what your competitors are saying in their best values. Check out their website, read award justifications...talk to your Key Contacts.

Preferences/Set Asides



Are you or your "teaming" partners any of the following?

- ☒ Small Business
- ☒ HUB Zone
- ☒ 8(a)
- ☒ Woman – Owned
- ☒ Veteran – Owned
- ☒ Service Disabled Veteran – Owned
- ☒ Tribal 8(a)

Help Them Justify “Why You”

PRINT YOUR GSA SCHEDULE NUMBER, PREFERENCES AND TOP THREE BEST VALUES:

1. On your business cards
2. At your website
3. Included in your signature on every email
4. Mentioned in the executive summary of your proposals.
5. Build a Capabilities Statement

"I already have someone..."

When you hear this ask:

"Who?"

"What Contracting Vehicle?"

"Where?" – "When?" and "WHY?"

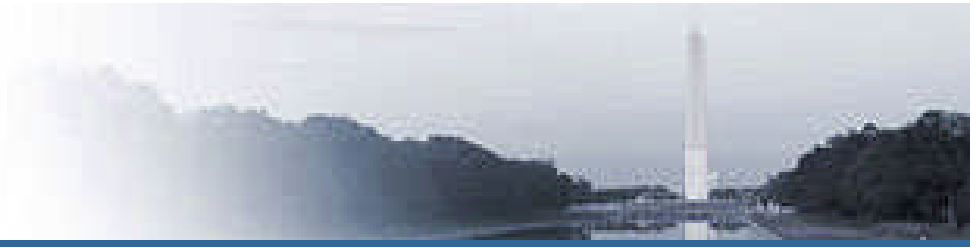
GSA Schedule is A Hunting License – Now it's Time To Hunt

1. Grab A Cup of Caffeine Courage

2. Pick Up The Phone

3. Start Dialing For Dollars

Know the Relationships



**Relationship
Commitment**

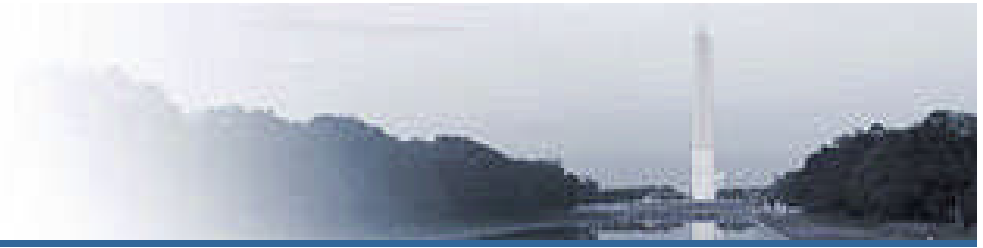
Focus

Focus

FOCUS!



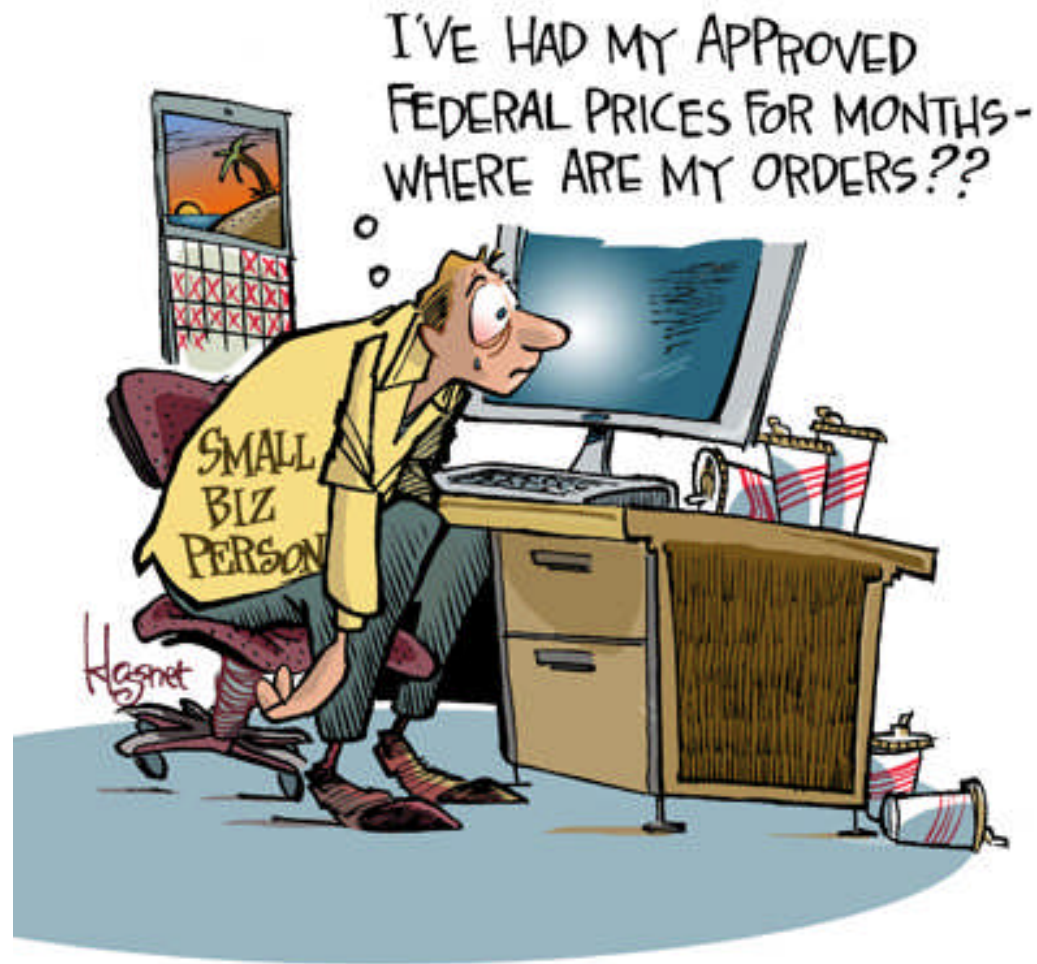
Opening Doors



CHOOSE 3 CUSTOMERS TO **FOCUS YOUR EFFORTS AND BUILD YOUR BUSINESS**

1. **Past Customer** – Ask for More, Ask “Who Else Do You Know”
2. **Referral** – Ask someone to get you an introduction into an agency, base, city or state
3. **Cold Call** and Find a New Customer!

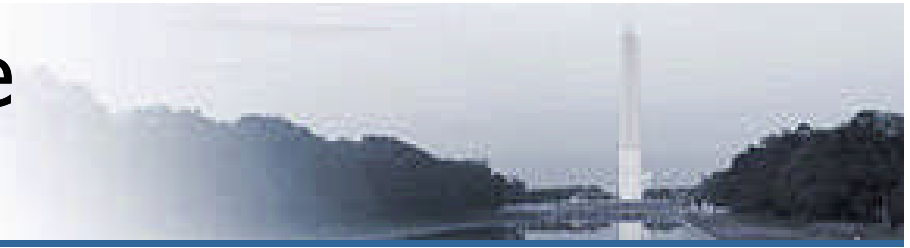
Don't Be This Guy



Be This Guy!



How Can You Become the Winner?



Create:

**“UNDER THE RADAR”
Opportunities**

**By Understanding and Making Sense of
THE LAYERS**

Part 1: Making Sense of the Layers

1. What Agencies Buy my Product/Service?

2. Who in the Agencies Need My Help?

3. Who in the Agencies Are Purchasing?

4. What Methods (Bridges) Do They Prefer?

5. Who Do They Prefer and Why?

6. Should I Compete or Partner?

Part 1: Making Sense of the Layers

1. Build A Strong Federal Sales Team

2. Focus Field Sales Calls

3. Follow Your Sales Plan

4. Uncover Pain

5. Educate End Users On Your Solution

6. Bid Only Opportunities You Know About

Part 2: Making Sense of the Layers

7. Use GSA Schedules to Close Deals

8. Understand Their Other Preferences

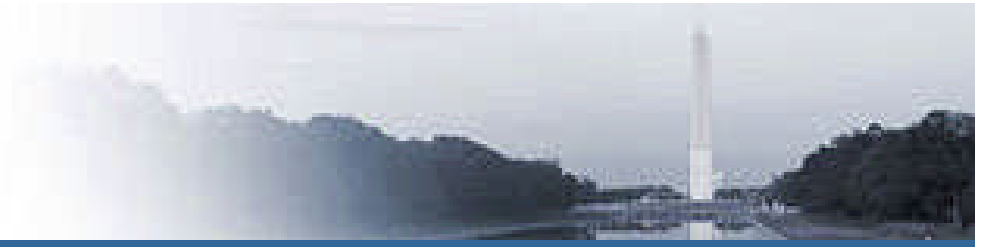
9. Follow Protocols to the Letter

10. Build a Defensive Proposal

11. Know How To Price

12. Present them with a Win Themed Solution

Review



1. Relationship. Relationship. Relationship.

2. Focus. Focus. Focus.

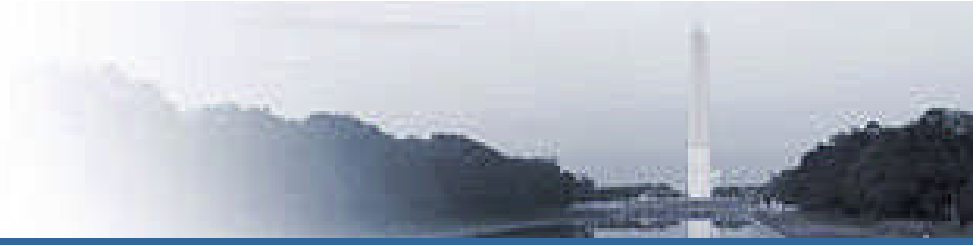
3. Develop a Plan

4. Get in the Field and Visit Your Customers

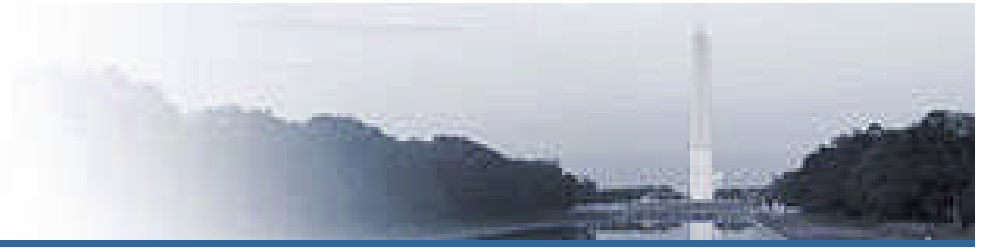
5. Deliver Perfectly

6. Ask for More

QUESTIONS?



Fedmarket Next Steps



- [Federal Sales 101: Winning Government Business](#)
- [Federal Contracting Action Plan Lead Development Workshop](#) – HELPS YOU BUILD YOUR PLAN APRIL 13
- [Writing and Managing Winning Proposals](#)
- Advanced Proposal Development Workshop
- Basic and Advanced Cost Proposal Workshops
- WOSB, HubZone and 8a Certification Workshops
- In-house Training/Keynotes
- Direct Marketing Services
- Proposal Preparation Services

Contact Information

888-661-4094 Option 2

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